

Next steps

11/25/91 Visibility study

Issues

- Form Design

- All one module - need to break-up flow outside, exterior, inside

- Question Clarity:

- Visual on OPS

- Most prominent vs most pieces

- Counter displays - do back-bar count

- Need color copy of POS materials to distinguish faded vs well maintained

OPS, Baric & Ross Webster for review

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Visibility Study

Need to:

- Segment by Exterior, Store, Interior
- Exterior & Interior facing outside
clarity definition
- Clutter definition
 - Difficult to locate your brand
- If rotate display ...
- Need to clarify front vs rear
- Difference between Most ~~map~~ Brand
prominate & sign
(Sign vs Brand)
- Need color copies of current
Marlboro POP
- Need example of Premium Brand in one

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